

transferred advertising data as well as advertiser's inquiry telephone number, data, and web site address, which will be able to re-dial and access to the web site automatically and buy a product or service if wished. The digital advertising contents are stored in a memory installed in the receiver cellular telephone. The stored advertisement contents are replayed on the screen of the cellular telephone by pushing predetermined function keys. The contents may be downloaded by a link to a web site and replayed not only on the screen of the cellular telephone, but also on home audio/video devices. An advertising agency registers the requested advertisement data from advertisers to a database in Central telephone exchange office, where advertisement data is edited and transmitted to a receiver when a request call is made.

A redline copy of the amended abstract is enclosed showing the changes.

IN THE SPECIFICATION

Amend the specification as follows:

Enclosed is a substitute specification. Please substitute the enclosed specification for the specification being filed concurrently herewith. A red line copy of the amended specification is enclosed showing the changes.

IN THE CLAIMS

Amend the claims as follows:

1 (Amended). A digital advertising method in a cellular telephone system comprising:

broadcasting selected advertisements for display on the display screen of a cellular telephone receiver receiving a request call in the system; and displaying the selected advertisements on the cellular telephone display